

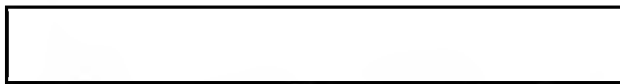


**Dun & Bradstreet, Inc.**  
BUSINESS INFORMATION SYSTEMS, SERVICES AND SCIENCES

MARKETING SERVICES DIVISION 99 CHURCH STREET, NEW YORK, N. Y. 10007 / TEL. (212) 285-7000

TATINTL

July 26, 1976



EMPLOYEE ACTIVITY ASSOCIATION\*  
CIA BUILDING  
MC LEAN VA 22101

Dear Employer:

Dun & Bradstreet has been commissioned by the Virginia Advisory Council on Vocational Education to conduct a survey among businesses in Virginia regarding their experiences with and attitudes toward the state's vocational education programs. The purpose of this study is to determine the extent to which these programs are meeting the needs of the state's business community. Furthermore, your response will provide valuable input for the formulation of improvements to vocational education programs in Virginia.

With this in mind, we ask your cooperation in completing the questionnaire which follows. If you yourself do not have the requested information, please direct this questionnaire to the correct person. The information which you provide will be held in strict confidence by Dun & Bradstreet. This information will be compiled with that of all other businesses which respond and presented only in aggregated formats. The response of individual businesses will not be made available to any person or agency. For your convenience in returning the completed questionnaire, a postage-paid reply envelope is enclosed.

Your assistance and cooperation is greatly appreciated.

Sincerely,

Bernard V. Preston  
Vice President

BVP:wlm

# VIRGINIA VOCATIONAL EDUCATION STUDY

*For the purpose of this questionnaire, vocational education is that education which prepares a person to enter into and succeed in a chosen vocation or occupation, other than that for which a baccalaureate degree is required. Vocational education provides craftsmen, mechanics, secretaries, technicians, office personnel, medical assistants, food service personnel, etc., with the specific skills, technical and general, and attitudes necessary to secure a job and to succeed on that job.*

1. How familiar are you with the vocational education programs offered in Virginia? (e.g. public secondary schools, community colleges, private vocational schools)

- 16-1 ☐ Very familiar  
 -2 ☐ Somewhat familiar  
 -3 ☒ Not too familiar  
 -4 ☐ Not at all familiar

2. Do you consider public high school and community college vocational programs a good source of trained manpower?

- 17-1 ☒ Yes, both high schools and community colleges are good sources  
 -2 ☐ Yes, community colleges are good sources  
 -3 ☐ Yes, high schools are good sources  
 -4 ☐ No, they are not good sources . . . Why do you feel this way?

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- 3a. For which of the following occupational categories have vocational education graduates been hired to work at this location during the last two years? (PLEASE CHECK RESPONSE IN COLUMN 3a)

FOR EACH CATEGORY CHECKED YES IN 3a, PLEASE ANSWER THE FOLLOWING:

- 3b. Approximately how many vocational education graduates have been hired to work at this location during the last two years? (PLEASE INDICATE NUMBER IN COLUMN 3b)

OCCUPATIONAL CATEGORY	(3a) HIRED VOC. ED. GRADS		(3b) NUMBER HIRED
	YES -1	NO -2	
Technicians (white collar involving advanced technology) .....	22 <input type="checkbox"/>	<input checked="" type="checkbox"/>	29-30
Service Workers (custodians, watchmen, food services, etc.) .....	23 <input type="checkbox"/>	<input checked="" type="checkbox"/>	31-32
Sales (retail and wholesale) .....	24 <input type="checkbox"/>	<input checked="" type="checkbox"/>	33-34
Office and Clerical (stenographers, bookkeepers, stockclerks, etc.) .....	25 <input type="checkbox"/>	<input checked="" type="checkbox"/>	35-36
Craftsmen (skilled — building, machining, repairing, maintaining, etc.) .....	26 <input type="checkbox"/>	<input checked="" type="checkbox"/>	37-38
Operatives (semi-skilled — drivers, machine operators, assemblers, etc.) .....	27 <input type="checkbox"/>	<input checked="" type="checkbox"/>	39-40
Laborers (unskilled)			41-42

3a, please skip to Question 5.

If you have hired vocational education graduates for any of the categories in Question 4, please continue to Question 5.

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4. In general, how would you rate the vocational education graduates you have hired at this location on each of the following factors? (PLEASE CHECK ONE RATING FOR EACH FACTOR)

FACTOR	RATING OF VOCATIONAL EDUCATION GRADUATES				
	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW
	-1	-2	-3	-4	-5
Reading skills .....	43 <input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mathematical skills .....	44 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Verbal skills .....	45 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interpersonal relations .....	46 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job skills and knowledge .....	47 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Work motivation .....	48 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- 5a. In which of the following occupational categories does your firm presently have employees at this location? (PLEASE CHECK RESPONSE IN COLUMN 5A)

FOR THOSE CATEGORIES CHECKED YES IN 5A, PLEASE ANSWER THE FOLLOWING:

- 5b. Which category represents the "hardest to fill" job vacancies which occur at this location of your firm? (PLEASE CHECK ONE IN COLUMN 5B)

- 5c. ... and which category is the second most difficult in terms of filling job vacancies? (PLEASE CHECK ONE IN COLUMN 5C)

OCCUPATIONAL CATEGORY	(5A) HAVE EMPLOYEES		(5B) MOST DIFFICULT TO FILL	(5C) SECOND MOST DIFFICULT TO FILL
	YES	NO		
Technicians (white collar work involving advanced technology) .....	49 <input type="checkbox"/>	<input checked="" type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>
Service Workers (custodians, watchmen, food services, etc.) .....	50 <input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales (retail and wholesale) .....	51 <input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Office and Clerical (stenographers, bookkeepers, stockclerks, etc.) ...	52 <input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Craftsmen (skilled — building, machining, repairing, maintaining, etc.) .....	53 <input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Operatives (semi-skilled — drivers, machine operators, assemblers, etc.) .....	54 <input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Laborers (unskilled) .....	55 <input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. For each occupational category in which your firm has employees, please indicate if you think vocational education is important for proper job performance.

OCCUPATIONAL CATEGORY	VOCATIONAL EDUCATION IMPORTANT	VOC. ED. NOT IMPORTANT	DEPENDS ON SPECIFIC JOB NEEDS	NO OPINION
Technicians (white collar work involving advanced technology) .....	-1 56 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>
Service Workers (custodians, watchmen, food services, etc.) .....	57 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales (retail and wholesale) .....	58 <input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Office and Clerical (stenographers, bookkeepers, stockclerks, etc.) ...	59 <input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Craftsmen (skilled — building, machining, repairing, maintaining, etc.) .....	60 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Operatives (semi-skilled — drivers, machine operators, assemblers, etc.) .....	61 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. For each occupational category in which your firm has employees, does your firm provide job training for *present* employees?

OCCUPATIONAL CATEGORY	No Training Provided	Training Provided Internally, Within The Firm	Training Done Externally, By Public Or Private Educational Institutions	Training Done Both Internally And Externally
Technicians (white collar work involving advanced technology) .....	-1 62 <input type="checkbox"/>	-2 <input type="checkbox"/>	-3 <input type="checkbox"/>	-4 <input type="checkbox"/>
Service Workers (custodians, watchmen, food services, etc.) .....	63 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales (retail and wholesale) .....	64 <input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Office and Clerical (stenographers, bookkeepers, stockclerks, etc.) .....	65 <input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Craftsmen (skilled — building, machining, repairing, maintaining, etc.) .....	66 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Operatives (semi-skilled — drivers, machine operators, assemblers, etc.) .....	67 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Laborers (unskilled) .....	68 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Approximately what percentage of your firm's entry level positions at this location require a four-year college degree?

- 0 -  
69-70 %

- 9a. Do you think guidance counselors in the *high schools* have sufficient knowledge and understanding of the positions in your business to give career advice to students?

71-1 ☒ Yes  
-2 ☐ No

- 9b. Do you think the guidance counselors in the *community colleges* have sufficient knowledge and understanding of the positions in your business to give career advice to students?

72-1 ☒ Yes  
-2 ☐ No

10. How well do you feel the high schools and community colleges in your area are meeting the occupational training needs of the students?

73-1 ☐ Extremely well  
-2 ☐ Very well  
-3 ☒ Reasonably well  
-4 ☐ Not too well  
-5 ☐ Not well at all

11. To what extent has your firm been involved in Virginia's vocational education programs:

74-1 ☐ Highly involved  
-2 ☐ Somewhat involved

In which of the following ways is your firm involved?

75-1 ☐ Have informal contacts with vocational instructors  
-2 ☐ Provide work stations for cooperative programs  
-3 ☐ Serve on advisory committees  
-4 ☐ Provide instructors  
-5 ☐ Provide equipment and supplies  
-6 ☐ Provide funds for capital improvements

-3 ☒ Not involved  
-4 ☐ Don't know

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12. Which of the following ~~program delivery~~ actions do you think would result in improving Virginia's vocational educational programs? (PLEASE CHECK THE THREE YOU THINK ARE MOST IMPORTANT),

- 76-1 ☐ Provide more vocational evening classes to upgrade the existing labor force
- 2 ☐ Develop vocational education programs for new and emerging occupations
- 3 ☒ Offer vocational education programs to more students in the high schools
- 4 ☒ Seek better or more cooperation between the business community and the schools in placing vocational education graduates
- 5 ☒ Systematically follow up vocational education graduates to determine the degree of their job satisfaction and the quality of their training.
- ☐ Other (PLEASE SPECIFY) \_\_\_\_\_

13. Which of the following actions affecting the *instructional process* do you think would result in improving Virginia's vocational education programs? (PLEASE CHECK THE THREE YOU THINK ARE MOST IMPORTANT)

- 77-1 ☐ Use more people from business and industry in the instructional process
- 2 ☒ Update vocational teachers' occupational skills and knowledge
- 3 ☒ Make classroom assignments, shop work, and projects more like actual work environments
- 4 ☒ Put more emphasis on the development of work habits and attitudes in the instructional programs
- ☐ Other (PLEASE SPECIFY) \_\_\_\_\_

14. Finally, as an employer, what suggestions do you have for the improvement of vocational education in Virginia? (PLEASE CHECK AS MANY AS YOU LIKE)

- 78-1 ☒ More publicity about programs
- 2 ☐ Courses offered by vocational education at your plant or place of business
- 3 ☐ More involvement by your firm in an advisory capacity
- ☐ More vocational programs (PLEASE SPECIFY THE TYPES) \_\_\_\_\_
- ☐ Other suggestions (PLEASE SPECIFY) \_\_\_\_\_

Thank you for your cooperation.  
PLEASE RETURN THIS QUESTIONNAIRE IN  
THE ENCLOSED POSTAGE-PAID REPLY ENVELOPE.

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